



COMPANY ANALYSIS

Dypers Corporation

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	FACULTY OF HEALTH SCIENCES
SEMESTER	06
PROJECT TITLE	CASE STUDY
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Introduction

The joy of holding the little baby in our catch is priceless when the 9 months of pregnancy is safely born. All parents want to give the best in their newborn baby. That is why they choose to give exclusive breastfeeding, the best formula milk, the most fashionable baby clothes and most importantly the best diapers. In Malaysia, estimated that a baby uses over 60 pieces of disposable diapers per month and the amount is somewhat get higher to time.

Over the last decade, parents rely entirely on cloth diapers to avoid the baby's urine. It does not only need to be washed for reuse, but also wet, easy to cause rash and easy to leak. With the current changes, now a variety of disposable diaper brands exist in the market to facilitate the responsibility of managing baby hygiene. The first disposable diaper was invented and patented in 1948 by Valerie Hunter Gordon, in England, London. Since its introduction in recent decades, the product has directly undergone its own innovation including the use of good absorber polymers, long-lasting adhesive tape, elastic easy rubber at the waist and many newer features enhanced.

The starting point of this case study is to start when one of the members of the group itself where the group leader, Mr Abdul Wafi bin Zakaria, experienced the problem from this diaper. He found that there was a severe rash that occurred to his daughter from the usage of this brand. This is due to the delay of the nanny to change the diapers at the right time. His observations are from his daughter aged from 11 months to 1 year. As result, he notices several problems that are from the diaper itself. Therefore, he decided to change when he changed the brand from *Drypers* to a regular brand. Hence, he thinks that *Drypers* has experienced significant drops of quality such as diffuse diapers, easily removable and easily leaky stickers. Hence, he has come up with ideas for wasting with technology that all parents in Malaysia can use.

Purpose of study

This case study aims to make improvements to disposable diaper products produced by the *Drypers Corporation* which is the main choice of parents in the country. In making appreciation, we have gone through several issues arising from cases that have been passed over the past few years. After several studies and discussions with group members, we have done such an analysis, interpretation of data acquisition and assessment. We have made comparisons with several other companies such as *Huggies*, *Mami Poko*, and *Pet Pet* and agreed to make *Drypers* as the product that needs to be studied and suggested to have an improvement with some of the latest technological features which can help to notify their parents about their babies' condition resulted from the usage of the diapers and able indicate the fullness of diapers.

The data obtained through observations on the site are analyzed based on elements such as absorption rate and irritation effects on the baby's skin. This case study shows differences in terms of absorption as well as daily use rates are also being stressed. The information for this problem has been taken from web social page like *Facebook*, *Instagram* and even from their own website. Information and complaints show that these problems need to be addressed as they can affect the health of the baby as well as those around the baby. Therefore, we conclude that some steps and improvements are suggested in order for unwanted cases to not occur to *Drypers* brand diapers and need to make changes in design to attract consumers' attention.

Problem statement

Drypers Corporation is a well-known establishes diapers among Malaysian's parent for their babies. This diaper having a good quality, however, Malaysian parent still unaware about this diaper's weakness to detect the fullness that can cause several problems among working mother.

- There are lacks information about diaper's fullness causing several problems among working mother.
- Babies' health will be affected because of the longtime of wearing same diapers.
- Busy parent doesn't have enough time to notify their babies' diapers.
- Effective of odorless

Company information

Drypers Corporation

Background

Drypers Corporation is one of the disposable diaper companies established in 1987 where it is based in Houston, Texas, United States. It is also as the manufacturer for adult disposable diapers, lower-priced diapers that been sold throughout the United States at that time. Thereafter, *Drypers* have grown rapidly by making private diapers and distributed throughout the world including Brazil, Puerto Rico, Argentina and Mexico. At that time *Dyrpers* were recognized as the 6th world's largest producers of baby goods. In this respect, the company has become the 4th successor in the United States.

Organizational structure

SCA is one of a leading global company that produces and develops sustainable personal care, tissue and forest products. SCA divides its operations according to three business areas which are personal care, tissue and forest products. Personal Care includes incontinence products, baby diapers and feminine care products. Tissue includes consumer tissue and Away-from-Home tissue. Forest Products includes paper for packaging and print, pulp, solid-wood products and renewable energy. While Europe is SCA's largest